

NINJA[®]

PROFESSIONAL
TOUCHSCREEN
BLENDER



NINJA[®] PROFESSIONAL TOUCHSCREEN BLENDER
Sales Toolkit

AUGUST 14, 2017

BRAND RULES

THE PURPOSE OF THIS TOOLKIT IS TO:

- Outline the marketing tactics of the Ninja® Professional Touchscreen Blender moving forward.
- Demonstrate the tone and voice of the Ninja® Professional Touchscreen Blender messaging.
- Provide the key visuals, themes, and color schemes of the Ninja® Professional Touchscreen Blender.

If you have any questions about content in this toolkit, please contact your Ninja sales support.

HOW THIS CONTENT WAS CREATED:

Through rigorous testing with consumers, Ninja® has tailored the product story, visuals, and messaging to reflect the following:

- Key consumer needs and how the Ninja® Professional Touchscreen Blender can solve them
- The most effective ways to speak about the Ninja® Professional Touchscreen Blender and the new innovations
- The language that helps explain the new technologies is a simplified, understandable manner
- The best way to represent the Ninja® Professional Touchscreen Blender to match the end user's experience with the product

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TOUCHSCREEN DISPLAY



The modern display responds to your touch and lets you quickly toggle between pre-set programs and manual control. And the durable, easy-to-clean screen stands up to everyday kitchen wear and tear.

AUTO-iQ® MODE



Auto-iQ Mode features unique pre-set programs bringing simplicity to everything you make. Pulsing patterns and varying speeds allow for an easy, consistent experience.

72 OZ. TOTAL CRUSHING® PITCHER



Make large-batch drinks for the entire family, and pulverize ice to snow in seconds.

PRODUCT NAME: Ninja® Professional Touchscreen Blender

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PRODUCT DESCRIPTION:

[Long version]

Ninja® Professional Touchscreen Blender features an intuitive touchscreen and 72 oz.* Total Crushing® Pitcher to help you tackle a wide variety of blending tasks with two convenient modes. The durable, easy-to-clean screen stands up to everyday kitchen wear and tear, and the modern display responds to your touch, letting you quickly toggle between pre-set programs and manual control. Auto-iQ® Mode features unique pre-set programs, bringing simplicity to everything you make. Pulsing patterns and varying speeds allow for an easy, consistent experience. In Manual mode, the control is in your hands—use it to craft and customize recipes to your exact specifications.

[Short version]

Ninja® Professional Touchscreen Blender features an intuitive, durable touchscreen that allows you to quickly toggle between pre-set programs and manual control. Auto-iQ® Mode displays three unique pre-set programs, bringing simplicity to everything you make. In Manual Mode, the control is in your hands—use it to craft and customize recipes to your exact specifications.

MODEL NUMBER: CT610

UPC: 622356549271

INCLUDES:

72 oz.* Total Crushing® Pitcher with Stacked Blade Assembly
Quick Start Guide
Instruction Book
Inspiration Guide

TRADEMARKS:

Ninja® | Auto-iQ®

*64 oz. max liquid capacity

FOR USE WHEN *INTRODUCING* THE CT610:

[Primary recommendation]

Finally, pitcher meets possibilities.

[Primary recommendation shortened, <40 Char]

Finally, pitcher meets possibilities.

FOR USE AS A *TAGLINE* FOR THE CT610:

[Primary recommendation]

Two modes, one touch.

[Primary recommendation shortened, <40 Char]

Two modes, one touch.

BULLETED SUPPORTING/FURTHER DESCRIPTION COPY POINTS:

[Primary recommendation]

- Intuitive Touchscreen—Easy to use, easy to clean, durable
- Auto-iQ® Mode—Features unique pre-set programs, bringing simplicity to everything you make
- 72 oz. Total Crushing® Pitcher—Make large-batch drinks for the entire family, and pulverize ice to snow in seconds

[Primary recommendation shortened, <40 Char per line]

- Easy to Use, Easy to Clean, Durable
- Unique, pre-set programs
- Blast through ice in seconds

[Primary recommendation shortened, <40 Char total]

- Two modes, one touch

PRIMARY LOGO



ON WHITE



ON BLACK

ALTERNATE APPROVED LOGOS

To be used only when the primary logo does not work

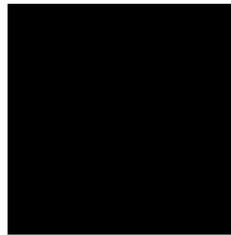


ON WHITE

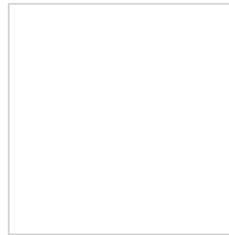


ON BLACK

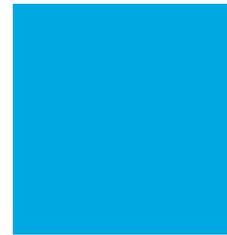
Professional Touchscreen Blender Logo must be used in tandem with the Ninja Logo.
Use above logos for reference.



BLACK
C:0 M:0 Y:0 K:100
R:35 G:31 B:32



WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255



PMS 2995C
C:80 M:12 Y:0 K:0
R:0 G:168 B:227

APPROVED IMAGERY DIRECTION

Your Retail Execution Specialist will manage and upload all Product and Lifestyle Images provided by Ninja.

Below is a representative sample to use as a reference.

[Recommended contents for pitcher]

Filled with ice, strawberries, and blueberries.

[Approved alternative contents]

Filled with ice, mango, pineapple, and strawberry.



Please contact your Retail Execution Specialist for any and all advertising needs.

RECOMMENDED APPROACH

- Product on white background
- Black copy and logo treatment

[Approved Alternate Approach]

- Product in kitchen environment
- High-contrast logo and copy treatment

HOW TO SHOW THE PRODUCT

- Pitcher should be on base with screen illuminated

COPY RULES

- Include Ninja® logo and clearly state Professional Touchscreen Blender
- Include price point, savings, and SKU #
- When copy allows, follow messaging hierarchy:
 - 1000-Watt Base
 - Intuitive Touchscreen Display
 - 72 oz. Total Crushing® Pitcher
 - 3 Auto-iQ® Programs



RECOMMENDED APPROACH

- Filled Pitcher on base with white background
- Black copy and logo treatment

[Approved Alternate Approach]

- Empty Pitcher on base with white background
- Black copy and logo treatment

HOW TO SHOW THE PRODUCT

- Pitcher should be on base with screen illuminated

COPY RULES

- Include Ninja® logo and clearly state Professional Touchscreen Blender
- Include price point, savings, and SKU #
- When copy allows, follow messaging hierarchy:
 - 1000-Watt Base
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• 1000-Watt Base
• Intuitive Touchscreen Display
• 72 oz. Total Crushing® Pitcher
• 3 Auto-iQ® Programs

FEATURE 1



FEATURE 2



FEATURE 3



\$99.00



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